

- KVIL supported the City Arts Celebration in June through recorded promos, live mentions, website, eblast and 2 station appearances, benefiting the Dallas Convention and Visitors Bureau.
- KVIL partnered with the Ringling Bros. Circus and put together a pet food drive, benefiting the Frisco Humane Society. We supported with recorded promos, eblast, website and a station appearance.
- KVIL is supporting the Kaleidoscope of Homes in September, benefiting Cook Children's Hospital in Ft. Worth. We'll be supporting through recorded promos, on-air ticket giveaways and website.
- KVIL will be supporting the State Fair of Texas 5K race, benefiting their scholarship fund. We will support through website, recorded promos and a station appearance.
- Beginning Sept 10 and to run indefinitely, KVIL will feature a Pet of the Week on our website, benefiting the Frisco Humane Society.
- KVIL will be supporting the Plano Balloon Festival through recorded promos, on-air giveaways, website, ebasts, talent to emcee and station appearances, benefiting 37 local non-profit organizations.
- KVIL regularly adds events to the Community page on our website for all types of local events and fundraisers from churches, schools, PTAs, Little League and more, such as pancake breakfasts, spaghetti dinners, band booster car washes, etc. We probably add 2 or 3 events per week.
- KVIL has a commitment to local artists and artist organizations, including:
  - Dallas Museum of Art
  - Dallas Symphony of Orchestra
  - Fort Worth Zoo
  - Nasher Sculpture Center
  - Dallas Arboretum
  - Dallas Children's Theater
  - Kimbell Art Museum
  - Sixth Floor Museum
  - American Film Institute
  - Grandbury Theater

#### **KVIL, KMKV, KRLD EMPLOYEE COMMUNITY INVOLVEMENT**

David Henry, Director of Sales for CBS Radio/Dallas, Serves on the Board of Directors for the March of Dimes and the Texas Juvenile Diabetes Association. He also teaches at the Southern Methodist University Temerlin Advertising Institute and is on the marketing board for the Dallas Museum of Art.

Kurt Johnson, Market Program Director, CBS Radio/Dallas Market, is involved with the following organizations: Elementary School Carnival Committee; Habitat For Humanity; UP Citizens TXU Transmission Line Study; Wilkinson House; Stewardship Committee for Highland Park United Methodist Church; City of University Park Leaders Forum; Special Care and Career Services "A Special Night" Entertainment Committee

Bebe Gomez, CBS Radio/Dallas Credit Manager, is a Girl Scout Leader, Girl Scout Delegate, Girl Scout Service Unit Member, Church Financial Council Member and a member of the 12 Hill Nature Center.

Brian Purdy, Market General Manager – CBS Radio/Dallas Market and GM of KRLD(AM), KVIL-FM, KMVK-FM, is on the marketing board for the Dallas Symphony Orchestra. He works with a committee focused on growing Dallas musical and choral arts interest, audiences and donations. He is also part of the workforce for Habitat for Humanity, helping build houses for the financially and domestically challenged families.

Demrie Henry, NTR Director, CBS Radio/Dallas Market, is involved with the World Craniofacial Foundation as a committee member of The Butterfly Boogie. This is a race benefiting children born with a cranial facial abnormality—the foundation is dedicated to providing help, hope and healing for children and their families through financial aid grants, support services and education.

Jana Disher, Market Traffic Director, CBS Radio/Dallas Market, is the U6 Commissioner for the Trophy Club Roanoke Youth baseball Assoc., which is non-profit organization serving kids 4-14 in Northwest Scholl District. She organizes T-Ball teams for the fall baseball season and is the liaison between coaches and Board.

Dan O'Connor, Account Executive, KRLD(AM)/Texas Rangers Radio Network, is a board member for the Denton State School. He helps raise money for DSS residents. He also serves as a board member for the YMAC and is involved with fund raising events.

Sandy Poulin, Account Executive, KRLD(AM), is a member of Postpartum Support International (PSI) a 5013c status non profit organization based in Santa Barbara, California. This organization is the "mother ship" of all postpartum support organizations worldwide, with the purpose of helping new mothers recover from mild, moderate and severe postpartum mental illness (including postpartum depression and postpartum psychosis) and helping to educate the public about these misunderstood and stigmatized illnesses. She is also a member of the Temple Shalom in North Dallas. She is involved in their annual "Mitzvah Day" event which places congregants around our city to volunteer for dozens of non profit organizations. And she has been recruited to create a special fundraiser at the temple this fall, which will be a family game night.

Glenda Acord, Receptionist, KRLD(AM), is board member for AZLEWAY, Inc. This is an organization that has 7 boys ranches in East Texas. They house boys from ages 4 -18... from families that are abused and neglected, both mentally and physically. These homes are safe havens for them. She is involved with the annual golf tournament, which is the Earl Campbell

Charity Golf Tournament with Mark Chesnutt as the entertainer for the donor dinner. This will be happening on Sept. 13, 2007 and the golf event is Friday, the 14th, 2007.

Jennifer Coppinger, Promotions Director, KRLD(AM), is a member of Stonebriar Community Church. She participates in the supply drives for back-to-school and Operation Christmas Child.

Brad Barton, Talent, KRLD(AM), is involved with the following organizations: Volunteer Choral Director for Bethel Methodist Church of Southlake, Volunteer Music Director for Sandy Lake Bible Camp, Guest speaker for Coppell Emergency Operations Center, Guest Speaker for the Park Cities Rotary Club and a member of the American Meteorological Society.

Mike Nelson, Account Executive for KMKV, is the Community Captain of "We Mean Business" Crime Watch (Stults Community). He monitors and reports suspicious/abnormal activity in the community zone and also distributes information regarding meetings/activities. Mike also is an Usher at Holy Trinity Catholic Church, where he monitors emergency response procedures and collects and secures the offerings for mass.

Bill Heard, Account Executive, KVIL-FM, is an Executive Board member and Co-Chairman for the Marketing Committee for Texas Stampede. He is responsible for guidance of marketing activities for the annual PRCA Rodeo at the AA Center to raise monies for the Children's medical Center. The mission of the Texas Stampede is to improve the quality of life for children/families served by the charitable programs and services at Children's Medical Center and it's affiliation with the Pediatric Programs at the University of Texas Southwestern Medical Center. In the past 6 years our programs have given in excess of three million dollars in cash.

Melanie Reinke, News Anchor, KRLD(AM), is a volunteer for Mid Cities Care Corps. They provide services for elderly shut in's. (i.e. lawn mowing, rides, etc.)

Doug Helton, News Anchor, Texas State Networks, is speaker for PR Involvement, DFW Media Day. It is an annual event held each September. He appears before a group of about 200 in a discussion about how organizations, like public safety units, city and state agencies...along with utilities and chambers of commerce can better communicate and deal with members of the news media. About a five minute presentation for each featured guest and then individual face-to-face communication with those in attendance along with group meetings. The event lasts about four hours.

Julius Graw, Director of News and Operations, TSN is the Master of Ceremonies for Laurel Land Cemetery. He serves as Master of Ceremonies for Veteran's Day, Memorial Day, Pearl Harbor Day.

Barbara Schwarz, Anchor/Reporter, TSN, is a Reader for Reading and Radio Resources. She records reading of books on tape for people who cannot read.

Charlie Hodges, Reporter/Anchor, TSN is a board member for Summer Creek Ranch Homeowners Assoc. After serving as the chairman for three years, he is a member of the oversight committee for the homeowners association's swimming and amenity center. The committee reviews rules, operations and maintenance for a three million dollar aquatic center.

that serves a fast-growing subdivision in south Fort Worth. Over a thousand people have access to the pool on a daily basis during the summer months.

Liz Laningham, Local Sales Manager, KVIL-FM, is a member of the Creekview High School PTSA. She creates the high school newsletter that is mailed out approx. 7-8 times per year. She maintains the Creekview High Cheerleaders Organization's website and is in charge of publicity/fundraising for the organization. She submits articles, information and awards to local newspapers and helps coordinate the fundraisers for the organization.

Ted Nichols-Payne, Remote Broadcast Coordinator, KRLD, is a volunteer for the Meals on Wheels of Tarrant County. He drives a route in Tarrant County giving food to the elderly.

### KJKK

KJKK is partnering with other CBS Radio stations in Dallas to sponsor "Stephanie's Day", a daylong event in support of parents of special needs children. This event networks resources and connects them with parents who need them. We are airing 30 promos to support this event and will have a major on site presence.

KJKK partnered with the St. Balderick's Fundraiser during St. Patrick's Holiday both in 2006 and 2007 to help raise money for Childhood Cancer research. Fifteen PSAs, website and on-line helped promoted these events.

KJKK has donated the Jack FM stage to the Lake Highlands Jr. High "Hoops in the Highlands" event in both 2006 and 2007.

KJKK partnered with the Tarrant County branch of the Komen Race for the Cure in April '06 in Sun Dance Square downtown Fort Worth. This 5k walk raised money to fund research on the fight against breast cancer. KJKK promoted this event with 30 PSAs, website and on-site presence.

KJKK loves animals and helped with the fundraising for Grand Prairies newest dog park in April '06. Paw Pals of Grand Prairie and Grand Prairie Parks and Recreation invited Jack FM to partner to raise awareness and donations for their new park. PSAs ran on Jack's stream, total of 60 ran. Website and on-site presence were other avenues to help promote the event.

KJKK promoted the March of Dimes Walk America in both April of 2006 and 2007. Jack ran 30 PSAs, promoted on website and huge on-site presence which included the music for the event.

The Coppell Family YMCA asked KJKK to help promote and enhance their annual event in May 2006 and 2007. KJKK played the music at the event, huge on-site presence and allowed the YMCA to use the Jack FM stage.

KJKK conducted Jack FM Block Parties during the summers of 2005, 2006 and 2007. Jack FM set up in cities such as Fort Worth, Frisco, Dallas, North Richland Hills, Flower Mound, Waxahachie, Lake Highlands. These events were promoted with 15 promos for each event, website and huge set up in the neighborhoods.

KJKK partnered with the City of Addison to sponsor the Cinema in the Circle at Addison Circle Park during the summer of 2006. Free event to public, totaling 6 events during the summer. KJKK promoted with 15 promos each event, website and huge on-site presence.

Frisco Special Olympics asked KJKK to help promote their golf tournament in June 2006. KJKK ran 30 PSAs, website and on-site presence at the event.

During July 2006, KJKK conducted an event to get toy donations for Toys for Tots at Hurricane Harbor. If a listener brought a toy, they received free admission. KJKK promoted this event with 15 PSAs, website and on-site presence.

During August 2006 and 2007, Glenn Heights National Night Out looked to KJKK to partner and promote their event. KJKK ran 15 PSAs, website and on-site presence.

Jack Cares Blood drive benefiting Carter Blood Care during the month of August 2005 and 2006. For one week, KJKK urged the listener to donate blood at the malls where Jack FM was set up or at a donor location. KJKK ran 60 PSAs, website and on-site presence.

KJKK partnered with Mattress Firm in September 2006 and June 2007 for a Teddy Bear Drive benefiting the Fallen Police Association. KJKK ran 30 PSAs, website and on-site presence at Mattress Firms to get listeners to donate.

In October 2006 and October 2007, CBS Radio was/is the presenting sponsor of the Aids Arms Life walk. CBS Radio donated over a million dollars in advertising to promote this event. PSAs, website, huge on-site presence, community affairs programming helped promote the event and get donations.

KJKK was the radio partner in October '05, '06 and '07 for the Candelighters Night Run in Downtown Fort Worth benefiting Children with Cancer. KJKK ran 30 PSAs, website and huge on-site presence.

In October of 2006 and 2007, KJKK partnered with the Marine Corps Reserve for the Mud Run benefiting the Toys for Tots. KJKK ran 30 PSAs, website and huge on-site presence.

KJKK entered their Hummer H2 in the Dallas Veterans Day Parade in November 2006 and 2007.

The East Lake Pet Orphanage partnered with KJKK in November 2005, 2006 and 2007 to promote the East Lake Pet Orphanage Annual Pet Fair. KJKK ran 30 PSAs, website and huge on-site presence.

City of Richardson contact KJKK to partner with their First Annual Gobble Hobble 5k Race & Family Fun Run benefiting the Fallen Police for the City of Grand Prairie. KJKK ran 30 PSAs, website and huge on-site presence.

KJKK and Mattress Firm partnered to bring warmth to children in need with a "Share the Warmth" coat drive. KJKK ran 15 PSAs, website and on-site.

KJKK was the exclusive radio partner for the Marine Corps Toys for Tots program in December 2005, 2006 and for 2007. KJKK ran 50 PSAs, website and was on-site for the Marine's Kickoff Weekend.

KJKK partnered with the North Texas Irish Festival in 2006 and 2007 to celebrate the Irish heritage at Fair Park. KJKK ran 45 PSAs, website and was on-site all weekend for the event.

KJKK was the exclusive radio partner for the Dash Down Greenville benefiting the Autism Treatment Center of North Texas. KJKK ran 30 PSAs, website and on-site.

In 2007, Tour Dallas asked KJKK to sponsor the event in hopes to get more cyclists participating. KJKK ran 30 PSAs, website and on-site.

KJKK once again sponsors the State Fair of Texas 5k in September 2007. KJKK also sponsored this race in September 2006. Thirty PSAs, website and on-site presence.

### KLLI

#### **2006**

March 16, 2006

Event at Firewater with Russ Martin Show Staff

Staff waited on customers and all tips benefited the Russ Martin show Listeners Foundation. This foundation benefits the families of North Texas police officers and firefighters who have fallen in the line of duty.

May 6, 2006

Teamed up with the U.S Marines for a Mud Bog event with promo staff benefited Toys for Tots and other Marine Corps charities

May 2006

Russ Martin Yard Sale benefiting the Russ Martin Show Foundation. This foundation benefits the families of North Texas police officers and firefighters who have fallen in the line of duty. RMS Staff and KLLI promo staff

September 9, 2006

Laps for Charity at Texas Motor Speedway benefiting Speedway Children's Charities. Speedway Children's Charities disperse financial support for Children's activities throughout DFW. KLLI promoted the event through on-air promos and at the event with appearances

October 1, 2006

AIDS Arms Walk

Jagger Show/KLLI promo staff participated in the walk to benefit AIDS research

November 13-17, 2006

5 City Food Drive benefiting North Texas Food Bank

KLLI's Pugs and Kelly Show teamed up with the North Texas Food Bank and did live broadcasts from five different cities raising money, awareness and non perishable food items for food bank centers in DFW. Over ten thousand pounds of food were taken in during the week.

December 2006

KLLI teamed up with the US Marines to help out with their annual Toys for Tots Campaign. Both the Jagger Morning Show and Pugs and Kelly interviewed Marines. Pugs and Kelly also did a live broadcast from Black Finn Bar and Restaurant to take donations.

**2007**

January 5, 2007

American Red Cross

Blood Drive with KLLI promo staff

March 23, 2007

White Trash Party

A portion of the ticket proceeds benefited the Russ Martin Show Listeners Foundation which supports families of North Texas police and firefighters who have fallen in the line of duty.

April 21, 2007

Walk America benefiting the March of Dimes Foundation

On-air promos and talent and promo staff participation

May 12, 2007

Laps for Charity at Texas Motor Speedway benefiting Speedway Children's Charities

Promos for and promo staff at the event

June 9, 2007

Stephanie's Day benefiting children with autism

KLLI promo staff

August 13, 2007

Guitar Hero Promotion

Live 105.3 teamed up with the Texas Rangers and Pitcher CJ Wilson at the House of Blues for the Guitar Hero Challenge. Guitar has become one of the most popular video games in the country. Proceeds from ticket sales benefited Camp Ailhpomen, a camp which helps out people with hemophilia.

### **KJKK-FM AND KLLI-FM EMPLOYEE COMMUNITY INVOLVEMENT**

Keith McPhail, Senior Account Manager, KLLI-FM

ORGANIZATIONS: MS-150, Cycling Charity Fund Raiser

Keith has been intensely involved in the sport of cycling and began participating in Lance Armstrong's cancer research fund raiser, Ride for the Roses.

He rides in a number of annual events including the MS150, a challenging 150 mile ride to raise money for Multiple Sclerosis research. In 2006, the riders of the Frisco to Fort Worth MS-150 raised over \$2,000,000.

Kurt Johnson, Program Director, KJKK-FM

ORGANIZATIONS: Hyer Elementary School Carnival Committee; Habitat For Humanity; UP Citizens TXU Transmission Line Study; Wilkinson House; Stewardship Committee for Highland Park United Methodist Church; City of University Park Leaders Forum; Special Care and Career Services "A Special Night" Entertainment Committee

Chris Jagger, On-Air Talent, KLLI-FM

ORGANIZATIONS: Participated in Fort Worth Aids Walk, March of Dimes, The National Coming out Project, SPCA, Annual Gay Prom at the Walt Whitman High School, The Alan Ross Freedom Parade, Youth Texas First, Member of GLAAD.

Russ Martin, On-Air Talent, KLLI-FM

ORGANIZATIONS: Russ is a Board Member of Operation Kindness, the largest no-kill animal shelter in North Texas.

The Russ Martin Listeners Foundation – The Foundation supports families of North Texas Police and Firefighters who have fallen in the line of duty. In the last 9 months, the Foundation has donated \$120,000 (4 deceased officers, 30,000 to each family).

Gavin Spittle, Program Director, KLLI-FM

ORGANIZATIONS: Supporter of the Leukemia and Lymphoma Society Bachelor Auction in Fort Worth; Operation Kindness. Holiday fundraiser

Richard Hunter, On-Air Talent, KLLI-FM

ORGANIZATIONS: Leukemia and Lymphoma Society

### **KLUV**

#### **2006**

**KLUV Idol (January 19th) / KLUV Idol II (July 20th):** In 2006, 98.7 KLUV performed two KLUV Idol events. In both cases, door admission and performer tips were donated to charity. Each performer had a personal favorite charity to represent, so multiple charities benefited from each event. \$10,000 was raised in the combined efforts.

**Mosaic Heart and Soul Gala** at the Westin Galleria (**February 10th**): Mosaic is a faith-based organization serving people with developmental disabilities. The "Heart and Soul Gala" is a time for Mosaic to honor community members who have placed their "hearts and souls" into making a significant difference in the lives of people who have developmental disabilities. KLUV promoted this event through PSA's, community affairs show, e-mail blasts & website coverage. *Per Tina Sponsler/Event Coordinator – "I can't thank KLUV enough for sponsoring our event! It was by far our best one to date!"*



**Shop For The Cure®** at University Park Shopping Center in Ft. Worth (**April 5th**): Shop for the Cure® is a benefit shopping event to help kick off registration for the Race for the Cure® benefiting the Susan G. Komen Breast Cancer Foundation. Participants can register for the Race, enjoy food samples from local restaurants, listen to live music and shop at University Park Village. Participating stores will donate a percentage of sales to the Komen Foundation. KLUV promoted this event through PSA's, promos, community affairs show, e-mail blasts, website coverage as well as being setup onsite for the duration of the event. (See Race For The Cure® comments below.)

**Stephanie's Day** at Hulen Mall (**April 8th**): Representatives from approximately 20 non-profit organizations, support groups and other agencies were on hand to educate parents on the resources available locally for families with special needs children. In addition, a variety of free entertainment and activities such as puppet shows, live music, clowns, face painting and more were available for children. KLUV promoted this event through PSA's, community affairs show, e-mail blasts, website coverage & appearances throughout the event from on-air personalities. "Stephanie's Day" was presented by the Autism Treatment Center.

**Bed In For Peas (April 13th – 15th)**: Doing a take-off on John & Yoko's 1970 "Bed in for Peace", 98.7 KLUV stunt-boy Randy Capes got into bed and stayed in bed until listeners filled a truck with cans of peas (and any other non-perishable food items). The three day event (a total of 56 hours and 50 minutes) produced enough food for the North Texas Food Bank to serve over 30,000 meals! On top of that, Pilgrim's Pride donated nearly a ton of fresh chicken to our cause. The timing was excellent, because the North Texas Food Bank was still suffering shortages due to hurricanes Katrina and Rita.

**Race For The Cure®/Tarrant County (April 15th)**: Fighting breast cancer in Tarrant County literally walked into our lives on the feet of nearly 16,000 participants in the largest charity 5K in the area, the annual Komen Race for the Cure® in downtown Fort Worth. Women, men and children of all ages, races and gender came together for this fun-filled morning including food, music, children's activities, vendor booths and giveaways abound. KLUV promoted this event through PSA's, promos, community affairs show, e-mail blasts, website coverage, interviews as well as being setup onsite for the duration of the event.

Rhenda Gray/Tarrant County Affiliate/Event Coordinator comments: *"Just wanted to let you know how much your and KLUV's participation helped make this year's Race for the Cure a huge success. We had nearly 2000 more participants and increased funds raised by at least \$150,000 (still counting). Shop for the Cure raised about \$2000 toward this amount. Your enthusiasm and willingness to get us on the air played a huge part in this increase. Thank you so much for all you did to help us fight breast cancer in Tarrant County. If you ever think you aren't doing anything that matters, think about this Race and know that---YOU MADE A DIFFERENCE!"*

**Children's Cancer Fund 18th Annual Luncheon & Fashion Show (April 21st)**:

The luncheon & fashion show was a day of excitement & smiles for the brave children facing this deadly disease. The fashion show featured young stars that were currently undergoing treatment for cancer at Children's Medical Center of Dallas taking stage with one of the distinguished sponsors and celebrity guests. Celebrity guests included Stephen Baldwin, Emmitt

Smith, Roy Williams, Terrance Newman, KLUV's Assistant Program Director Jay Cresswell and many, many more. KLUV promoted this event through PSA's, promos, community affairs show, e-mail blasts, website coverage, interviews as well as being setup onsite for the duration of the event.

**NAMI (May 6th):** NAMI WALKS FOR THE MIND OF AMERICA is a nationwide fundraising and mental awareness event. On May 6th, 2006, walkers from Dallas and surrounding counties participated in a 5K event that benefited NAMI (National Alliance on Mental Illness). KLUV helped to generate over 1300 people actually walking and over \$115,000 in cash was raised for local programs and services, while another \$36,000 was received in in-kind donations. KLUV was NAMI's major media sponsor and promoted this event with PSA's, e-mail blasts, and on-site promotion during the event. In addition, 98.7 KLUV and KLUV's Promotions Coordinator, Monica A. Alonso was named Media Partners of the Year 2006 by NAMI for their promotional support.

**2006 CBS Charity Golf Challenge (June 2nd):** The Children's Cancer Fund was the benefactor of this 18-hole classic which sold out all available tee times. The Inaugural 2006 CBS Charity Golf Challenge was a huge success selling out all available tee times two weeks before the event! Celebrity golfers included former Dallas Cowboys Ed "Too Tall" Jones and Dat Nguyen. The tournament was held at Lantana Golf Club in Lantana, TX. Proceeds from this tournament were donated to Children's Cancer Fund in the amount of \$14,245!

This much-publicized high profiled event was promoted across all six CBS Radio stations 98.7 K-LUV, 107.5 The Oasis, 103.7 lite fm, 100.3 Jack FM, 1080 KRLD and Live 105.3 fm.

The funds generated by the CBS Charity Golf Challenge will allow Children's Cancer Fund to further the advancements in this field by supporting ground breaking research and continue their mission to find cures for childhood cancer.

Shonda Schaefer, Children's Cancer Fund/Executive Director comments: *"The Children's Cancer Fund is so honored and thrilled to be the beneficiary of the Inaugural CBS Charity Golf Challenge. The event was a huge success because of the sponsors, underwriters, golfers and celebrity VIPs – all of whom were so generous with their contributions and time. We are looking forward to another successful tournament in 2007 and anticipate an even larger group of supporters."*

**7th Annual Tom Landry Classic** at Ford Stadium on the campus of SMU (Sept.2nd): The passion of Texas high school football was once again on display at the 7th annual Tom Landry Classic. Bring the family out to see some of the best high school teams and players in the state as the Allen Eagles battle the Garland Owls and the defending state champion Highland Park Scots take on the Waxahachie Indians. The Tom Landry Classic has awarded over a quarter of a million dollars in college scholarships. KLUV promoted this event through PSA's, promos, e-mail blasts, website coverage and interviews.

**Madeline's 1st Birthday Celebration (September 10th):** 98.7 KLUV celebrated the first birthday of morning host Jody Dean's daughter with a very special birthday party. Attendees

were invited to bring a gift, but instead of the gifts going to Madeline, they were donated to Cook Children's Hospital in Fort Worth.

**Madeline's 1st Birthday Celebration** was held in the Simon Kidgits Korner Play Area at North East Mall in Hurst! It was a huge success and fun for the entire family! The event included Birthday cake, prizes, crafts, dress-up activities, party games, dancing and entertainment for all ages! In the end, KLUV listeners donated over 500 items to Cook Children's Medical Center including toys, books, school supplies, clothes and more!!!

**Walk For Autism Research** at Lone Star Park in Grand Prairie (**September 16th**): Each year Autism Speaks sponsors a walk to help raise money to fund global research into the causes, prevention, treatments and cure for autism; to raising public awareness about autism and its effects on individuals, families and society; and to bringing hope to all who deal with the hardships of this disorder. The 2006 walk raised over \$130,000! KLUV was setup onsite for the duration of the event and many employees participated in support of a co-worker whose son is autistic. In addition KLUV promoted the event through PSA's, community affairs show, e-mail blasts & website coverage.

**Mattress Firm Toy Drive** (**September**): KLUV promoted this drive through on-air promos, PSA's, e-mail blasts & website coverage.

**Sleep Experts "Share the Warmth" Blanket Drive** (**October**):

For more than three generations, Sleep Experts has helped millions of customers sleep better. But what helps us get a good night's sleep? Sharing the gift of sleep with those in need. Sleep Experts embraces social and environmental responsibility as part of their mission. Through the annual "Share the Warmth" Blanket Drive program Sleep Experts recycles mattresses, blankets and bedding to area nonprofit organizations and shelters in need across the Metroplex. KLUV promoted the "blanket drive" through PSA's, promos, e-mail blasts & website coverage.

**Aids Arms LifeWalk 2006** at Lee Park (**October 1st**): LifeWalk is a 3.6 mile walk/run beginning at the historic Lee Park in Dallas, through the scenic areas of Uptown and Turtle Creek and finishing back at Lee Park followed by an afternoon festival in Lee Park, food, live entertainment, vendors & information booths. Since 1991, AIDS Arms LifeWalk has raised and distributed more than \$6 million for AIDS services in Dallas. KLUV was setup onsite for the duration of the event. In addition KLUV promoted the event through PSA's, community affairs show, e-mail blasts, website coverage & onstage appearances from on-air personalities.

**"Duck Day" on the Trinity River** in Ft. Worth (**October 1st**): Proceeds from the event benefit the Girl Scouts - Circle T Council and help Girl Scouting continue to build girls of courage, confidence and character. There were an estimated 3,000 people in attendance and more than 12,000 rubber ducks were adopted by businesses, individuals and organizations throughout the area. Girl Scouts - Circle T Council serves more than 19,000 girls in Tarrant and surrounding counties. KLUV was setup onsite for the duration of the event. In addition KLUV promoted the event through PSA's, community affairs show, e-mail blasts and website coverage.

**"The BeatLeukemia Ball"** (**October 26th**): The BeatLeukemia Ball benefiting Leukemia Texas in support of its research at Baylor Health Care System and the University of Texas

Southwestern Medical Center as well as the Patient Aid program was held October 21st at the Hilton Anatole and featured *The Fab Four* "The Ultimate Tribute to the Beatles"! The black tie event includes live music, dinner, dancing, silent auction and more. Assistant Program Director Jay Cresswell was this years Host of Ceremonies! KLUV promoted the event through on-air promos, PSA's, community affairs show, e-mail blasts, website coverage & ticket giveaways. Stephen Young/Executive Director/Leukemia Texas has these words to say: *"The BeatLeukemia Ball has rapidly grown to become one of Dallas's premier – and most fun – charitable events. Proceeds from the 2006 gala, benefiting the research and patient aid programs of LeukemiaTexas, were over \$210,000.*

*There are many to thank for the success of The BeatLeukemia Ball. And our dear friends at 98.7 KLUV deserve much of the credit. As our exclusive radio sponsor you have helped us dramatically grow the Ball. Just look at the bottom-line results since 98.7 KLUV joined us in 2005: Attendance is up 104%! Revenue is up 237%!! Income is up 424%!!! Now that is amazing! So to 98.7 K-LUV and CBS radio, "Thank you! With a little help from our friends, we can beat leukemia!"*

**"Kick the Can"** for Tarrant Area Food Bank (November 4th): KLUV kicks off each year's Holiday Food/Fund Drive for Tarrant Area Food Bank by promoting and participating in "Kick the Can." This lunch-hour event features relay-race teams, local celebrity judges and costumed cheering sections, whose antics are announced by Mitch Carr/KLUV News Director. "Kick the Can" is held in downtown Fort Worth. KLUV promoted the "food drive" through PSA's, promos, e-mail blasts, website coverage, setup onsite for the event and on-air talent to emcee.

**Military Mom's Luncheon** (November 11th): 98.7 KLUV was honored to salute Military Mom's with a special Luncheon hosted by the KLUV Morning team! The holidays bring great cheer and excitement for most of us, especially for the families who get to welcome their soldier's home. It can also be a sad time for those who celebrate while their children are away serving our great country. Therefore, KLUV invited 50 mothers of active duty soldiers to a free luncheon at Carrabba's Italian Grille. In addition to the meal, moms were saluted by guest speakers and a photo booth was present for them to record a video they could send to their child.

**"Operation: Blue Ribbon"** (November 15th): KLUV invited listeners to honor Hank Nava, Dallas Police Officer killed in the line of duty on November 13th. KLUV created "Operation: Blue Ribbon" to honor the sacrifices of police officers all over North Texas. Over a two day period, KLUV vehicles were all over the Metroplex distributing blue ribbons to listeners. On Friday (11/17), the day of the officer's funeral, listeners were invited to display a blue ribbon on their car, their home or to wear one. On-air personalities talked regularly about displaying blue ribbons...and call-ins were made every time a station vehicle was sent to a location to distribute the ribbons.

**"Light Up Lee Park"** (November 26th): Lee Park & Arlington Hall Conservancy along with 98.7 KLUV hosted the 3rd Annual Light Up Lee Park on Sunday, November 26th. This year more than 60 trees were illuminated with over one million white lights. The celebration also featured live music from members of The Turtle Creek Chorale and selections from Elvis's Christmas Album performed by the King himself, Elvis impersonator Kraig Parker. On-air personalities from 98.7 KLUV were in attendance along with city officials and special guests.

Various activities for children were part of the festival as well, including a special appearance from Santa! Guests were encouraged to bring a blanket to sit on during the festivities and then donate it to someone less fortunate through Sleep Experts "Share The Warmth" campaign. The Lee Park & Arlington Hall Conservancy is a 501c(3) organization created to preserve and enhance one of Dallas's most beloved landmarks.

**Salvation Army Angel Tree (November/December):**

Most of us look forward to receiving gifts over the holidays. Children, especially, dream about the wonderful things they hope to find under the tree on Christmas morning. Unfortunately, many children in the Metroplex wouldn't have a Christmas tree, much less any presents to open. That's where The Salvation Army and KLUV come in. Through a program called "Angel Tree," gifts are provided to needy children and elderly citizens who would otherwise be left out on Christmas.

The Salvation Army and for the first time ever 98.7 KLUV, "Angel Tree" program provides an opportunity for the personal touch, as shoppers can select an Angel Tag at an area mall or their place of work. Each Angel Tag provides the name, age, gender, clothing sizes and special Christmas needs and wishes of a needy child, senior or disabled adult. Caring individuals select one or more of the angels from the tree, purchase gifts from the list and return the unwrapped gifts to the Angel Tree. Donors may purchase the need, the wish, or both, or may choose to buy something from each clothing size listed. Because of these efforts the Salvation Army Angel Tree distributed over 220,000 gifts to 13,207 families in the Metroplex. KLUV promoted the event through PSA's, promos, e-mail blasts and website coverage.

**Mattress Firm Coat Drive (December):** Benefited the Boys & Girls Club. KLUV promoted this drive through on-air promos, PSA's, e-mail blasts & website coverage.

**Ft. Worth Civic Orchestra Teddy Bear Christmas Concert & Fireworks (Dec. 2nd):** The Ft. Worth Cats in conjunction with the Ft. Worth Civic Orchestra, 98.7 KLUV and the Ft. Worth Police Department hosted the event at LaGrave Field. The show featured a concert from the Ft. Worth Civic Orchestra, The Singing Girls of Texas, and concluded with a spectacular Christmas-themed fireworks show, and appearance from Santa Claus.

The event was FREE to the public and concert-goers were encouraged to bring and donate a teddy bear to the Ft. Worth Police Department. The teddy bears are then used to comfort children year-round.

Hundreds of invitations were distributed to families from places such as Presbyterian Night Shelter, Union Gospel Mission, Arlington Life Shelter, Salvation Army, Safe Haven, Ft. Worth ISD and All Church Home for Children.

The Ft. Worth Civic Orchestra is a community orchestra in Tarrant County that has been in existence for over 25 years. Orchestra musicians are volunteers who participate simply for the love of music. KLUV was setup onsite for the duration of the event. In addition KLUV promoted the event through promos, e-mail blasts and website coverage.

**Salvation Army Food Drive (December 6th – 8th):** Albertson's and 98.7 KLUV received tons of food during this 3-day drive. KLUV was on-site throughout the duration of the event. In addition KLUV promoted the event through promos, e-mail blasts and website coverage.

**Texas Rangers Toy Drive (December 18th):** Benefiting the United States Marines - Toys for Tots campaign. KLUV listeners were asked to donate new, unwrapped toys for boys and girls, newborn to age 12 beginning November 27th through December 18th. The final celebration at Amerquest Field in Arlington included photos with Santa and Rangers Captain, Christmas Carols, craft area, face painting as well as Rangers player and alumni autographs. KLUV promoted the event through PSA's, promos, e-mail blasts, website coverage and on-site set up the day of the event.

## **2007**

**KLUV Idol III (February 1st):** In 2007, 98.7 KLUV performed KLUV Idol III. Door admission and performer tips were donated to charity. Each performer had a personal favorite charity to represent, so multiple charities benefited from the event. \$5,000 was raised in effort.

**American Heart Association / Go Red For Women Campaign (February 2nd):** "Go Red For Women" is the American Heart Association's nationwide movement that celebrates the energy, passion and power we have as women to band together and wipe out heart disease. KLUV promoted the annual breakfast meeting and luncheon and was on-site at both events.

**2nd Annual Bed In For Peas (March 29th – 31st):** Doing a take-off on John & Yoko's 1970 "Bed in for Peace", 98.7 KLUV stunt-boy Randy Capes got into bed and stayed in bed until listeners filled a truck with cans of peas (and any other non-perishable food items). The three day event (a total of 58 hours) produced enough food for the North Texas Food Bank to serve over 20,000 meals!

**Children's Cancer Fund 19th Annual Luncheon & Fashion Show (March 30th):** The luncheon & fashion show was a day of excitement & smiles for the brave children facing this deadly disease. The fashion show featured young stars that were currently undergoing treatment for cancer at Children's Medical Center of Dallas taking stage with one of the distinguished sponsors and celebrity guests. Celebrity guests included Troy Aikman, Roger Staubach, KLUV's Assistant Program Director Jay Cresswell and many more. KLUV promoted this event through PSA's, promos, community affairs show, e-mail blasts, website coverage, interviews as well as being setup onsite for the duration of the event.

**Dionne Warwick @ Morton H. Meyerson Symphony Center benefiting Special Care & Career Services (April 1st):** Special Care & Career Services mission is providing services to children and adults with developmental disabilities so they can lead fulfilling lives in their communities. To that end they provide education, therapy and training to help their clients reach their full potential. KLUV promoted this event on-air and set-up on-site the night of the event.

**Madeline's 2nd Birthday Celebration (July 22nd):** 98.7 KLUV celebrated the second birthday of morning host Jody Dean's daughter with a very special birthday party. Attendees were invited to bring a gift, but instead of the gifts going to Madeline, they were donated to Cook Children's Hospital in Fort Worth.

**Madeline's 2nd Birthday Celebration** was held at the Incredible Pizza Company in Euless! It was a huge success and fun for the entire family! The event included Birthday cake, party games, mini golf, mini bowling, bumper cars, go-karts, video/arcade games and more! In the end, KLUV listeners donated over 1,500 items to Cook Children's Medical Center including toys, books, school supplies, clothes and more!!!

### **DALLAS CLUSTER**

KVIL, KLUV, KMKV, KRLD, KJKK, and KLLI participate in the Susan G. Komen Race for the Cure every year in Tarrant county with 50 PSA's, website and direct emails per station. CBS Radio participated in April 2005, 2006 and 2007.

KVIL, KLUV, KJKK, KLLI, KMKV created a blanket drive called "Share the Warmth" in partnership with Mattress Firm that brought 200 blankets to the Boys and Girls Club. This donation drive occurred in November of 2005, 2006 and 2007.

September of 2005, CBS Radio including, KJKK, KLLI, KVIL, KRLD, KLUV and KOAI produced a donation drive for the victims of Katrina. More than 100 PSAs, website and on-site presence at three different locations including American Airlines Center, Billy Bobs Texas and Best Buy parking lot in Frisco. CBS Radio received truckloads of donations which Sleep Experts helped deliver to the Salvation Army.

May 2006, CBS Radio produced the Cadillac Charity Golf Challenge benefiting children with cancer. KJKK, KLLI, KVIL, KLUV and KMKV ran over 100 PSAs, included event on website and huge on-site presence.

KJKK, KVIL, KLLI, KRLD, KMKV, and KLUV is partnering with other CBS Radio stations in Dallas to sponsor "Stephanie's Day", a daylong event in support of parents of special needs children. This event networks resources and connects them with parents who need them. CBS Radio airs more than 100 promos to support this event and will have a major on site presence.

### **DENVER**

#### **KIMN**

KIMN hosts the MIX 100 Dom & Jane Free Summer Concert that includes local and unsigned artists such as The Trampolines and Wendy Woo Trio. This event gives the local and unsigned artists an opportunity to play before a crowd of 5,000 people. The local artist performances are also broadcast on the station the week leading-up to the Friday event.

KIMN hosts the Warm & Fuzzy Christmas broadcast on which local artists perform a Christmas music concert and local celebrities read Christmas stories. Artists include local bands, soloists, school choirs, television celebrities, and dramatists.

## DENVER

### KIMN

KIMN is involved in its community and supports numerous local and national charities in various ways, including:

- Promotes and is on-site for the *Rocky Mountain Bridal Show*, an annual bridal fair attracts more than 6,000 women to the Colorado Convention Center.
- Conducts the annual *MIX 100 Dom & Jane Computer Recycling Event* through from which thousands of used and refurbished computers are donated each year to non-profit organizations and unusable parts recycled properly.
- Conducts the annual *MIX 100 Easter EggStravaganza*. Now in its 13<sup>th</sup> year, this annual Easter event attracts thousands of parents and their kids to participate in an egg hunt, arts and crafts, and local entertainment, all for free.
- Promotes the *Gaylord Street Festival* as the Exclusive Radio Sponsor, a Memorial Day weekend street fair attracting more than 10,000 residents.
- Sponsors the Denver *Pridefest* Event as the official media sponsor for the premier Gay Right's parade supporting diversity and tolerance.
- Exclusive radio sponsor/partner for the Denver & Boulder *Light the Night* walks raising money & awareness for the Rocky Mountain Chapter of the Leukemia & Lymphoma Society.
- Presents the *Foothills Park & Recreation Summer Entertainment Series* which begins with The *MIX 100 Dom & Jane Free Summer Concert* attracting more than 20,000 people in its seven-year history.
- Sponsors *Dining out for Life*, a fundraiser for Project Angel Heart benefiting AIDS research and patient care featuring top Colorado restaurants that donate proceeds one day each year.
- Exclusive Radio sponsor for the *Denver Office of Cultural Affairs Audio Picnic Series* each Friday during the summer in downtown Denver's Skyline Park. Four of these Audio Picnics feature the *MIX 100 Listener Lunch* where we provide free food to attendees.
- Canine Costume Contest: Now in its 12<sup>th</sup> year, the *MIX 100 Canine Costume Contest* is a fun event for families and their pets. Serves as an image campaign for the Denver Dumb Friends League.
- Conducts the on-air, *Dom & Jane Charity Marathon* which is KIMN's largest fund-raising event. The Marathon has raised more than \$1,000,000 over six years for the Food Bank of the Rockies.
- Hosts & sponsors *Denver's Largest New Year's Eve Party*, which provides three different parties at one location for listeners.
- Sponsors *Tri for a Cure*, a women's triathlon supporting the Susan G. Komen Foundation to fight breast cancer and fund research.



- Promotes *Smoke Free Colorado* on-air & on station web site. This marks the second year of Colorado bars & restaurants going smoke free and air quality has improved 70% in these establishments.

## KWLI

### **Bulls, Buckles & Braun**

*January 2007*

92.5 THE WOLF participated for the 2<sup>nd</sup> year in the Bulls, Buckles & Braun event to benefit the Liver Foundation. The event happens at the National Western Stock Show and is a charity dinner that allows listeners to meet some celebrity bull riders.

### **St Patrick's Day Parade**

*March 2007*

92.5 THE WOLF participated in the Bellco St. Patrick's Day Parade hosted by the local VFW chapter. 92.5 THE WOLF had a vehicle in the parade and was the presenting sponsor of this parade.

### **Ride for the Cure**

*April 2007*

92.5 THE WOLF sponsored this motorcycle ride which benefits the Susan G. Komen Foundation.

### **Cherry Creek Sneak**

*April 2007*

92.5 THE WOLF was a Media Sponsor of this event. The Cherry Creek Sneak partners with the Governor's Council for Physical Fitness and the YMCA to support programs to end childhood obesity. The Sneak also donates a portion of the proceeds to Denver area schools Physical Education Departments.

### **Metro College Career Fair**

*April 2007*

92.5 THE WOLF participated in a community college career fair. Through the career fair we brought insight into the world of radio broadcasting. 92.5 THE WOLF offered the chance for students to apply to work at the CBS Radio Denver stations.

### **Cinco de Mayo Festival**

*May 2007*

92.5 THE WOLF joined up with the Newsed Foundation on their annual weekend Cinco De Mayo Festival. This is one of the largest festivals in Denver with a majority of the proceeds going back to the foundation to help the Hispanic community in several areas of their lives.

### **Light the Night**

*September 2007*

92.5 THE WOLF sponsored this walk that benefits the Leukemia Foundation.

**Liver Walk***September 2007*

92.5 THE WOLF, with the American Liver Foundation, teamed up to present the Football Walk for Liver Wellness. The first charitable organization to leverage America's love of football while raising funds for research and awareness of the prevalence of liver disease.

**Boo Gardens***October 2007*

92.5 THE WOLF teamed up with Elitch Gardens for its first Boo Gardens event. Thousands of trick-or-treaters walk around the park gathering candy and riding the rides. The event is a way parents can give their children a safe harbor to enjoy Halloween and trick or treat safely.

**Veterans Day Parade***November 2007*

92.5 THE WOLF participated in the Veterans Day Parade to show support for the local veterans of Denver.

**Thanksgiving Basket***November 2007*

92.5 THE WOLF participated in this event sponsored by Sam's Club to help feed the homeless for Thanksgiving.

**Caravan for Kids***December 2007*

This local organization raises donations for Toys for Tots. They hold an annual event with fun games and rides for kids and distribute the gifts at this event.

**KXKL-FM****KOOL Cause of the Month***Every Month*

KOOL 105 partners with the Daniels Fund for the KOOL Cause of the Month on KOOL105.com where each month we spotlight a new charity in the community. The web page is a chance for us to increase public awareness of some of our favorite causes and charities around the metro area. The Daniels Fund provides us with a new charity each month and provides the charity with a monetary grant.

**Holiday Safety Messages***Memorial Day weekend, Labor Day weekend, 4<sup>th</sup> of July weekend, New Years Eve*

Each week before a major holiday weekend, KOOL 105 airs safety messages promoting drive responsibly. The promos are cut by the Colorado Department of Safety officers.

**3pm Military Salute***Each Day*

Each day at 3pm, KOOL 105 stops the station to take a moment to thank all of our service men and women by playing a patriotic song.

**Stride and Ride***January 2007*

KOOL 105 joined up with the Muscular Dystrophy Association at Colorado Mills Mall for the MDA Stride & Ride to raise funds for MDA's groundbreaking, worldwide research efforts.

**KOOL Konkert T-Shirt Sale***Father's Day Weekend*

For the last 20 years, KOOL 105 has held a day long station concert. This year, a portion of our KOOL Konkert T-Shirt sales went toward the Children's Hospital Burn Center.

**IOA Car Show***July 2007*

KOOL 105 teamed up with the Italians of America and the Tennyson Center for Children for the IOA Bike and Car Show. All proceeds benefited the Tennyson Center for Children. The Tennyson Center was also the KOOL Cause of the Month for July. We had various jocks there to do live call-ins during the event. This was a success, and we're participating in it again this summer.

**Operation Cookie Drop***March 2007*

KOOL 105 joined up with the Home Front Heroes to help gather Girl Scout Cookies to send to the Troops in Iraq.

**Police and Fire Recruiting Festival***March 2007*

KOOL 105 joined up with several local fire and police departments to help assist them with a large recruiting job fair held at the Colorado Mills Mall. The departments hoped to hire a minimum of 300 new recruits through this festival.

**Cinco de Mayo Festival***May 2007*

KOOL 105 joined up with the Newsed Foundation on their annual weekend Cinco De Mayo Festival. This is one of the largest festivals in Denver with a majority of the proceeds going back to the foundation to help the Hispanic community in several areas of their lives.

**Bridge Project End of School Jam***May 2007*

KOOL 105 donated their services to the Bridge Project to help under privileged children kick off their summer in a safe and controlled environment through community based programs.

**Missing Children's Week***June 2007*

KOOL 105 teams up with The Missing Children's Task Force for a week long promotion to help raise money for the charity and build awareness in the community for the need to keep looking for local and nation wide missing children. KOOL 105 participated in the KOOL 105 Golf

Classic, Candle Light Vigil, Race for Missing Children at the Colorado National Speedway, and the Hummdinger Poker Run.

### **Rhythm on the River**

*July 2007*

KOOL 105 and the City of Longmont teamed up to promote Rhythm on the River. This event had bands on the Main Stage, tons of activities, and a philosophy of environmental awareness and Zero Waste. There was also the 5k Roger's River Run.

### **Hot Times KOOL Cars**

*July 2007*

Hot Times KOOL Cars is a KOOL 105 car show that benefits the Children's Hospital Burn Center. This event brings out hundreds of car fanatics and annually raises over 20,000 for the burn center locally here in Denver.

### **4<sup>th</sup> of July**

*July 2007*

KOOL 105 teamed up with the City of Arvada to promote the 4<sup>th</sup> of July celebration. KOOL 105 simulcasts the fireworks show to music.

### **A Taste of Colorado**

*September 2007*

KOOL 105 participated in Taste of Colorado at Civic Center Park. At our booth, KOOL plays various games with the spectators to add a bit of fun to their Taste experience. In 2007, KOOL had sponsorship of the Carnival Mid-Way and the main stage.

### **Boo Gardens**

*October 2007*

KOOL 105 teamed up with Elitch Gardens for its first Boo Gardens event. Thousands of trick-or-treaters walk around the park gathering candy and riding the rides. The event is a way parents can give their children a safe harbor to enjoy Halloween and trick or treat safely.

### **Veterans Day Parade**

*November 2007*

The KOOL 105 street team (KOOL and the Gang) participated in the Veterans Day Parade along with Home Front Heroes to help promote our Fill the Mayflower event the following week. Home Front Heroes stood in front of the suburban with their banner.

### **Fill the Mayflower**

*November 2007*

KOOL 105 teamed up with the charity Home Front Heroes in November of 2007 for our 2<sup>nd</sup> Fill the Mayflower event. KOOL 105 was at Rocky's Autos in Denver for 4 ½ days collecting non-perishable food items and checks to donate to military families a little down on their luck this holiday season. KOOL 105 filled an entire 26 foot Mayflower moving truck. KOOL 105 broadcasted live every day. All supplies were delivered to the Buckley Air Force base where they were sorted and delivered on behalf of the Home Front Heroes and KOOL 105.

## **KOOL Christmas Wish**

*December 2007*

In honor of the holiday season, KOOL held their annual KOOL Christmas Wish program. This year KOOL 105 selected 8 people who've submitted entries into the program, asking for help for the holidays. Once the people were selected, the Morning Show would call them and air their phone conversation. This year we teamed up with American Military Families and gave a wounded warrior a new home completely furnished down to the toothbrush

## **Community Charitable Local Events and Sponsorships**

### **January 2007:**

- KIMN promotes and is on-site for the *Rocky Mountain Bridal Show*, an annual bridal fair that attracts more than 6,000 women to the Colorado Convention Center.

### **February 2007:**

- KIMN promotes the annual Avon Walk for Breast Cancer registration for the event in June.

### **March 2007:**

- KIMN conducts the annual *MIX 100 Dom and Jane Computer Recycling Event*, from which thousands of used and refurbished computers are donated each year to non-profit organizations and unusable parts recycled properly.

### **April 2007:**

- Conducts the annual *MIX 100 Easter EggStravaganza*. Now in its 13<sup>th</sup> year, this annual Easter event attracts thousands of parents and their kids to participate in an egg hunt, arts and crafts, and local entertainment, all for free!
- Exclusive radio cluster sponsor for The Cherry Creek Sneak, a run/walk in Denver for 25 years that benefits the YMCA.

### **May 2007:**

- Sponsors *Dining Out for Life*, a fundraiser for Project Angel Heart benefiting AIDS research and patient care featuring top Colorado restaurants that donate proceeds one day each year.
- Promotes the *Gaylord Street Festival* as the Exclusive Radio Sponsor, a Memorial Day weekend street fair attracting more than 10,000 residents.

### **June 2007:**

- KIMN hosts the MIX 100 Dom & Jane Free Summer Concert that includes local

and unsigned artists such as The Trampolines and Wendy Woo Trio. This event gives the local and unsigned artists an opportunity to play before a crowd of 5,000 people. The local artist performances are also broadcast on the station the week leading up to the Friday event.

- KIMN sponsors the two 3 v 3 Kick It Soccer tournaments that attract more than 300 teams per event. The tournaments serve as a major fund-raiser for the Douglas & Adams County Youth Soccer organizations.

#### **July 2007:**

- KIMN is the exclusive Radio sponsor for the *Denver Office of Cultural Affairs Audio Picnic Series* each Friday during the summer in downtown Denver's Skyline Park. Four of these Audio Picnics feature the *MIX 100 Listener Lunch* where we provide free food and music to attendees.
- KIMN presents the *Foothills Park & Recreation Summer Entertainment Series* which begins with the *MIX 100 Dom & Jane Free Summer Concert* attracting more than 20,000 people in its seven-year history.

#### **August 2007:**

- KIMN sponsors *Tri For A Cure*, a women's triathlon supporting the Susan G. Komen Foundation to fight breast cancer and fund research.
- KIMN sponsors the Denver *Pridefest* Event as the official media sponsor for the premier Gay Right's parade supporting diversity and tolerance.

#### **September 2007:**

- KIMN is the exclusive radio sponsor/partner for the Denver & Boulder *Light the Night* walks raising money & awareness for the Rocky Mountain Chapter of the Leukemia & Lymphoma Society.
- KIMN sponsors A Taste of Colorado – a Festival of Mountain & Plain – over the 4-day Labor Day Weekend in Downtown Denver's Civic Center Park. KIMN & KXXL present national bands on the Main Stage during the event as well as sponsor the KidZone, KidStage, & Carnival rides.

#### **October 2007:**

- MIX 100 holds its annual Canine Costume Contest. Now in its 12<sup>th</sup> year, the *MIX 100 Canine Costume Contest* is a fun event for families and their pets. Serves as an image campaign for the Denver Dumb Friends League as they have had much success with the pets they bring for adoption at the event.
- KIMN holds Boo Gardens, a 2-day Halloween event at Elitch Gardens Amusement Park for kids and their parents.

#### **November 2007:**

- Conducts the on-air, *Dom & Jane Charity Marathon* which is KIMN's largest fund-raising event. The Marathon raised more than \$650,000 in 2007 for the Food Bank of the Rockies.

#### **December 2007:**

- KIMN hosts the Warm & Fuzzy Christmas broadcast on which local artists perform a Christmas music concert and local celebrities read Christmas stories. Artists include local bands, soloists, school choirs and television celebrities.
- Hosts & sponsors Denver's Largest New Year's Eve Party, which provides three different parties at one location for listeners steps away from the downtown Denver fireworks displays.

#### **DENVER CLUSTER**

- Walk America: CBS Radio Denver is the official media sponsor for this March of Dimes fund-raiser dedicated to fighting birth defects. More than 8,000 people participate in this event.
- Exclusive radio cluster sponsor for KidSpree, a free, two-day event in Aurora, Colorado which attracts over 30,000 kids and their parents.
- Exclusive radio cluster sponsor for The Cherry Creek Sneak, a run/walk in Denver for 25 years that benefits the YMCA.
- Exclusive radio cluster sponsor for Boo Gardens, a 2-day Halloween event at Elitch Gardens Amusement Park for kids and their parents.
- Sponsors a Taste of Colorado- a Festival of Mountain & Plain- over the 4-day Labor Day Weekend in Downtown Denver's Civic Center Park. KIMN & KXKL present national bands on the Main Stage during the event as well as sponsor the KidZone, KidStage, & Carnival rides.
- Sponsors the two 3 v 3 Kick It Soccer tournaments that attract more than 300 teams per event. The tournaments serve as a major fund-raiser for the Douglas & Adams County Youth Soccer organizations.
- MS Tennis Classic: CBS Radio Denver serves as the official media sponsor for this professional tennis competition and fund-raiser for Multiple Sclerosis.
- Register America to Vote – encouraged Denver area residents to vote. Information posted on website – 1 day information distribution.

#### ***DETROIT***

#### **WWJ**

As the oldest radio station in Michigan, WWJ Newsradio 950 has a long tradition of serving the community with news, information, public service, and promoting charitable causes.

WWJ's signature station charity event each year is a radiothon in February for the Heat and Warmth Fund, a non-profit agency that helps families restore utility service. The 2007 radiothon raised a million dollars in aid and assisted over two thousand families. The radiothon is now in its fifth year, and supports WWJ's winter marketing theme of "Winter Survival."

In December 2006, WWJ focused on the needs of the Salvation Army, when a trick of the calendar – Christmas eve falling on a Sunday – threatened their #1 day of giving. WWJ's Red Kettle Day tripled the regular level of giving, and resulted in a record \$7.1 million dollar campaign for The Salvation Army in 2006. In the fall of 2007, WWJ will also be helping to find sponsors for the Volunteers of America, as the primary radio sponsor of their "Adopt-a-Family" program.

Throughout the year, WWJ also supports various golf outings and charitable walks, and our news anchors frequently take part in those events.

WWJ regularly includes public service announcements as a regular part of its programming, broadcasting at least one live PSA every hour and a wide variety of community announcements each week.

WWJ is also an advocate for economic development in Southeast Michigan and for advancing Michigan's role as a center for automotive technology, smart manufacturing, biotech engineering, medical research and advancement, and information technologies.

WWJ is an active member of the Detroit Regional Chamber. General Manager Rich Homberg and Operations Manager Georgeann Herbert are both graduates of the Chamber's Leadership Detroit program, and take part in the annual Mackinac Policy Conference to connect with local leaders and lawmakers each spring.

General Manager Rich Homberg also serves on a number of boards and commissions, the United Way Torch Drive, the Detroit Institute of Arts Committee, and the Convention and Visitors Bureau Board.

WWJ wants to make sure that newsroom personnel are familiar with the community they serve and aware of its issues. Twice a year, a newsroom staffer is sent for three days of training at Wayne State University and their Detroit Orientation Institute program.

WWJ supports economic development by sponsoring a number of trade association meetings and conventions throughout the year, including a major presence at the Detroit International Auto Show, an ongoing affiliation with the Society for Automotive Engineers, as well as producing a series of automotive-related business breakfast meetings throughout the year.

Our online publications, *AutoBeat Daily*, *AutoTech Daily*, and *The Great Lakes IT Report* provide key news and information daily to those communities of interest – information that is not available anywhere else. We also publish *The Daily Dash*, a daily electronic business news publication with regular features on entrepreneurs, business operations, economic development, and human resource issues.



In addition, WWJ takes an active role promoting arts and culture in the seven county area that includes Detroit and Ann Arbor, working with ArtServe Michigan to publish *GreatStuff*, a weekly electronic guide to entertainment and cultural events in the region. The publication is free and pays special attention to the marketing and promotion needs of smaller, non-profit cultural organizations.

Further, WWJ is very concerned about diversity issues in Southeast Michigan. The radio station partners with New Detroit and other public groups to help promote diversity and attack community needs in the area. Our General Manager initiated and serves on a panel that meets regularly to discuss racial issues and the coverage of race by local news media outlets.

At least once a week, WWJ invites community leaders to lunch in our conference room for an off-the-record discussion of issues facing the community, news media coverage, and to brainstorm ways that WWJ can be involved in being part of the solution for Southeast Michigan. This practice has helped forge strong community bonds for the radio station and regularly uncovers both creative partnerships with community organizations and new business opportunities.

### WYCD

WYCD hosts the annual Radio-thon for St. Jude Children's Research Hospital. In the seven years that WYCD has hosted the St. June Radio-thon, we have helped to raise over 4 million dollars.

WYCD participates in many charity benefits throughout the year including the Mulvihill Cup Charity Hockey Game, Multiple Sclerosis Walk, American Red Cross Annual Palace Blood Drive, Stars for Guitars Auction to benefit Pediatric Cancer Scholarship Fund, Go for the Green Fundraises, and WYCD Annual Golf Outing benefiting Campfire USA.

The WYCD website does feature public service type announcements, community events, and has a daily community calendar of community events.

### WOMC

**January 2006      North American International Auto Show Charity Preview Party:**  
The North American International Auto Show Charity Preview Party and Children's Center Autoglow was attended by Dick Purtan & Purtan's People. The 16th annual Autoglow raises funds and awareness for one of the largest and most diverse child-serving agencies in Michigan, addressing the needs of more than 7,000 children and families annually.

**February 2006      WOMC's 12th Annual Cardboard Classic:**  
The WOMC 12th Annual Cardboard Classic featured over 100 teams in two person sleds racing downhill at Alpine Valley ski resort. Hundreds of family members and friends attended to cheer on their favorites. The Cardboard Classic sleds must be made of only cardboard, tape and paint.